

# List Profile for: Industry Search Manufacturing & Industrial

## List Type: Business - Email



### What's This List About?

This is now the largest opt-in email database in the Australian manufacturing and industrial sector. Email Campaigns are popular in generating high-impact exposure for; Product Launches, Events, Special Offers and other activities.

Why these direct response campaigns are so effective:

-Only one sent per week - By limiting the number of Email Campaigns sent to subscribers we maintain their confidence and attention.

-Branded as coming from Industry Search - The loyal audience trusts information they receive from industrySearch® as opposed to intrusive unidentified list rentals.

-Targeted audience of decision makers - 30% CEO's and MD's, 20% Sales & Marketing Managers, 30% Senior level decision makers.

-Proven response rates - Software, automation, packaging, materials handling, metalworking and other suppliers continuously re-book Email Campaigns.

### Pricing *ex GST*

<b># of records</b>	Over 24,000 records
<b>Pricing</b>	Email Blast to whole or half list 30c per record Minimum order of 11,000 emails

### Overview Of Members

#### SUMMARY OF COMPANY SIZE

39% - Small Enterprise  
29% - Medium Enterprise  
31% - Large Enterprise

#### JOB FUNCTION

3.7 % Account Managers  
1.7 % Branch Managers  
8.2 % Business Dev Managers  
1.4 % CAD/CAM Engineers  
13.2 % Engineers  
8.5 % Consultants  
1.2 % Contractors/Tradesman  
27.4 % Director/CEOs  
4.9 % General Managers  
3.9 % IT Manager/CIOs  
4.7 % Logistics Managers  
0.5 % Maintenance Managers  
2.9 % Analysts  
5.0 % Purchasing Officers  
0.3 % Quality Assurance  
1.6 % R&D/Product Development  
2.0 % Sales  
2.2 % Warehouse/Factory Managers  
4.6 % Marketing Managers

#### INDUSTRY SECTOR

Chemicals and petroleum  
Automation and control  
Building and construction  
Communications, Computers, Software and IT  
Consumable supplies  
Electrical  
Engineering  
Financial services  
General manufacturing  
Government  
Import, export, trade services  
Maintenance  
Industrial technology  
Metalworking  
Mining and minerals  
Packaging  
Plant operations  
Plastics and rubber, Raw materials, Wood and paper products  
Textiles, clothing and footwear  
Transport, shipping and logistics

### Anything Else I Need To Know?

<b>Deliverability</b>	100%
<b>Terms &amp; Restrictions</b>	- Broadcast done by list owner - Campaigns must offer something of value to the list members

### Delivery Format & Turnaround Time

<b>Format</b>	Your HTML email supplied to us
<b>Turnaround</b>	List heavily booked. Allow 4 weeks notice
<b>Payment Terms</b>	Pre payment (unless otherwise negotiated).

For more information please call 1300 668 287 or mail@mediamgroup.com.au



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